



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Chang et al. Serial No.: 10/024,449 Filing Date: December 17, 2001 For: System and method for improving the performance of electronic media advertising campaigns through multi-attribute analysis and optimization	Examiner: Boyce, Andre D. Group Art Unit: 3623 Confirmation No.: 6208
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RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the non-final Office action mailed March 7, 2006. A two (2) month extension of time is submitted to extend the deadline for response through August 7, 2006.

Please amend the application as indicated on the following pages.

IN THE WRITTEN DESCRIPTION

Pursuant to 37 CFR § 1.121(b)(1)(i)-(ii), please delete the paragraph beginning on page 1, line 19 and continuing through line 24, and replace it with the following paragraph, which includes markings to show all the changes relative to the previous version of the paragraph:

~~“United States Patent Application Serial No. 60/255,949 filed 12/15/00 entitled *Method, Algorithm, and Computer Program for Targeting Messages Including Advertisements in an Interactive Measurable Medium*; and United States Patent Application Serial No. 60/255,939 filed 12/15/00 entitled *Method for Improving the Performance of Splash Pages*; each of the above referenced patent applications are hereby incorporated by reference~~ This application is based on and claims priority to Serial No. 60/255,939, filed December 15, 2000, Serial No. 60/255,949, filed December 15, 2000, and Serial No. 60/318,221, filed September 7, 2001.”